



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

**The Professional Services Schedule (PSS)
FSC GROUP: 00CORP**

Adfero Group, LLC

**1666 K Street, NW
Washington, DC 20006
Phone: (202) 333-4444
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<http://adfero.com>

Contract Administrator: Mr. Darren Scher

Email: dscher@adfero.com

CONTRACT NUMBER: GS-00F-341GA

**PERIOD COVERED BY CONTRACT:
August 25, 2017 through August 24, 2022**

**BUSINESS SIZE:
Small Business**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is www.gsaadvantage.gov. For more information on ordering from Federal Supply Schedules click on the FAS Schedules button at <http://www.gsa.gov/fas>.

INFORMATION FOR ORDERING ACTIVITIES
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1a. AUTHORIZED SPECIAL ITEM NUMBERS (SINs):

SIN	DESCRIPTION
541-1, 541-1RC	Advertising Services
541-3, 541-3RC	Web Based Marketing Services
541-4A, 541-4ARC	Market Research and Analysis
541-4B, 541-4BRC	Video/Film Production
541-4F, 541-4FRC	Commercial Art and Graphic Design Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See page 7

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. See page 5

2. MAXIMUM ORDER: \$1,000,000

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories

5. POINT(S) OF PRODUCTION: Washington, DC

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

7. QUANTITY DISCOUNT(S): 2% for orders over \$500,000

8. PROMPT PAYMENT TERMS: Net 30 days

9a. Government Purchase Cards are accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Adfero Group, LLC
1666 K Street, NW
Washington, DC 20006

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS:

Adfero Group, LLC
1666 K Street, NW
Washington, DC 20006

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

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19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER: 025290847

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: REGISTERED

Labor Category Position Descriptions

Labor Category	Minimum Education/Training & Experience	Description
Senior Subject Matter Expert	BA/BS and 15 years of experience	Subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction.
Subject Matter Expert	BA/BS and 8 years of experience	Leads overall project team. Develops the project area of expertise, directs and manages work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.
Senior Account Supervisor	BA/BS and 5 years of experience	Directs planning and execution of client programs to meet Client Project objectives. Supervises staff regarding client programs and objectives
Account Supervisor	BA/BS and 3 years of experience	Provides Industry expertise and processes. Will assist in developing plans and materials. Leads meetings with client to maintain project and client objectives.
Senior Account Executive	BA/BS and 2 years of experience	Serves clients by writing articles and releases, and develops communications plans for client review. Capable of executing plans, managing discrete projects and analyzing results with limited supervision.
Account Executive (AE)	BA/BS and 1 year of experience	Works with clients and delegating work to AAEs and interns. Demonstrates solid research options and sources of information and will also be able to provide analysis of news and trends to clients.
Assistant Account Executive (AAE)	BA/BS and 0 years of experience	Provides client service by application of basic media skills. The assistant account executive will have writing and oral presentation skills, and will be able to write news releases and fact sheets.
Account Coordinator	BA/BS and 0 years of experience.	Provides administrative and clerical support to account teams. Assists in word processing, filing, data entry and any other tasks that support a project. An AC has a working understanding of the strategic communications industry.

Labor Category	Minimum Education/Training & Experience	Description
Creative Director	BA/BS and 6 years of experience 3 years of specialized experience is required.	Leads staff or acts as independent lead for customer driven design needs. Provides consultation and guidance on complex design and implementation issues. May perform other duties as assigned.
Art Director	BA/BS and 1 year of experience	Participates in the creative process serving the needs of the client. Serve as a counselor to client secondary to senior staff. May perform other duties as assigned.
Senior Graphic Designer	BA/BS and 3 years of experience	Assists as day-to-day project leader and in counseling clients. Creates and designs illustrations utilizing complex computer software packages. Capable of leading staff as appropriate. May perform other duties as assigned.
Web Developer	BA/BS and 1 year of experience.	Provides specific development and implementation support to web services programs for accounts as assigned. Uses applicable technologies. Works under supervision.
Senior Web Developer	BA/BS and 3 years of experience.	Supports successful development, implementation, and day-to-day management of all the web services programs for accounts as assigned. Uses advanced technologies including but not limited to Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross- platform, modular, reusable code, and other applicable technologies. Works independently and supervises junior staff.
Senior Technologist	BA/BS and 5 years of experience.	Responsible for successful development, implementation, and day-to-day management of all the web services programs for accounts. Uses advanced technologies including but not limited to Active Server Pages, JavaScript, XML, etc. to produce cross-browser, cross-platform, modular, reusable code, and other applicable technologies. Works independently and supervises junior staff.
Director of Technology	BA/BS and 5 years of experience.	Senior expert with extensive knowledge in a Web development and technology. Provides insight and advice concerning task or project strategic direction and outcomes. May contribute to the evaluation, analysis, and development of recommended solutions. Directs the activities of development teams as necessary on various projects.

Experience Equivalencies

Degree	Experience Equivalence
Associates	High School Diploma + 1 year in communications related field
Bachelors	Associate's degree + 2 years relevant experience; or 4 years relevant experience
Masters	Bachelor's degree + 2 years relevant experience; or Associate's degree + 4 years relevant experience
Doctorate	Master's degree + 2 years relevant experience; or Bachelor's degree + 4 years relevant experience

SIN	Labor Category	Contractor / Customer Facility	GSA Awarded Hourly Price August 25, 2017 – August 24, 2018	GSA Awarded Hourly Price August 25, 2018 – August 24, 2019	GSA Awarded Hourly Price August 25, 2019 – August 24, 2020	GSA Awarded Hourly Price August 25, 2020 – August 24, 2021	GSA Awarded Hourly Price August 25, 2021 – August 24, 2022
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Subject Matter Expert	Customer	\$317.38	\$325.31	\$333.45	\$341.78	\$350.33
541-1, 541-3, 541-4A, 541-4B and 541-4F	Subject Matter Expert	Customer	\$249.37	\$255.60	\$261.99	\$268.54	\$275.26
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Account Supervisor	Customer	\$181.36	\$185.89	\$190.54	\$195.31	\$200.19
541-1, 541-3, 541-4A, 541-4B and 541-4F	Account Supervisor	Customer	\$158.69	\$162.66	\$166.72	\$170.89	\$175.16
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Account Executive	Customer	\$122.42	\$125.48	\$128.62	\$131.83	\$135.13
541-1, 541-3, 541-4A, 541-4B and 541-4F	Account Executive	Customer	\$104.28	\$106.89	\$109.56	\$112.30	\$115.11
541-1, 541-3, 541-4A, 541-4B and 541-4F	Assistant Account Executive	Customer	\$86.15	\$88.30	\$90.51	\$92.77	\$95.09
541-1, 541-3, 541-4A, 541-4B and 541-4F	Account Coordinator	Customer	\$77.08	\$79.01	\$80.98	\$83.00	\$85.08
541-1, 541-3, 541-4A, 541-4B and 541-4F	Creative Director	Customer	\$272.04	\$278.84	\$285.81	\$292.96	\$300.28
541-1, 541-3, 541-4A, 541-4B and 541-4F	Art Director	Customer	\$190.43	\$195.19	\$200.07	\$205.07	\$210.20
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Graphic Designer	Customer	\$158.69	\$162.66	\$166.72	\$170.89	\$175.16
541-1, 541-3, 541-4A, 541-4B and 541-4F	Web Developer	Customer	\$136.02	\$139.42	\$142.91	\$146.48	\$150.14
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Web Developer	Customer	\$158.69	\$162.66	\$166.72	\$170.89	\$175.16
541-1, 541-3, 541-4A, 541-4B and 541-4F	Senior Technologist	Customer	\$181.36	\$185.89	\$190.54	\$195.31	\$200.19
541-1, 541-3, 541-4A, 541-4B and 541-4F	Director of Technology	Customer	\$204.03	\$209.13	\$214.36	\$219.72	\$225.21

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer

and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.